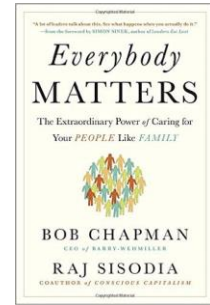


Everybody Matters:

The Extraordinary Power of Caring for Your People Like Family

Book's Argument: This book argues for operating from the deepest sense of right with a sense of profound responsibility for the lives entrusted to every leader. The author pondered the question: How can we redefine success and measure it by *the way we touch the lives of all our people?* Every team member is important and worthy of care. Everyone is instrumental in the future of the business and business should be instrumental in their lives.



Key Takeaways: We must understand the value of people and make decisions that consider their needs. Leadership matters because leaders set the culture. Leaders are responsible for overseeing the environment in which people are asked to work and the people will act in accordance with that culture.

Culture = Values + Behavior (Flynn and Sinek)

In a strong culture, there exists a clearly stated set of values and the people act in accordance with those values. If the values are ill-defined, constantly changing, or the people aren't held accountable to or incentivized to uphold those values, the culture will be weak. Without trust and cooperation, innovation suffers, productivity lags, and consistent long-term success is never realized. The worst-case scenarios often end in crimes being committed, inappropriate accounting practices, or ethics violations. The more common symptoms include gossip, office politics, fear, and stress.

“Truly human” leadership: bringing our deepest sense of right, authentic caring, and high ideals to business to achieve success beyond success that may be measured in the *flourishing of human lives*. Transformation from this transcends what can be expressed in numbers. This transcendence results in the enrichment of the lives of team members while creating extraordinary stakeholder value. Human initiatives create a culture that gives optimism for the future despite the challenges of the day and results in ***thriving***.

Best Quote: “We build great people who do extraordinary things.” “We measure success by ***the way we touch the lives of people***.” “Let’s go out and build something great together. We will show the world that you can pay people fairly, treat them superbly, manufacture locally, and compete globally.” “Everything we consider valuable in life and business begins and ends with people.” “...responsibility...transcends business performance and begins with a deep commitment to the lives of those in our care – the very people whose time and talent make the business possible.” “...obsessed with creating a culture in which all team members can realize their gifts, share those gifts, and go home each day fulfilled.” – Chapman

Why It's Important: The fatal flaw at the heart of capitalist enterprises is treating employees as functions or human resources. “Conscious” companies operate with an innate sense of higher purpose, have a determination to create multiple kinds of value for all stakeholders, have leaders who care about their purpose and their people, and have cultures built upon trust and authenticity and genuine caring for human beings. Our profession of arms must continually refine our “conscious” operation.

Bob Chapman and Raj Sisodia (2015)